

The promotion strategy of Drinks: evidence from Heytea

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Abstract. Today, the beverage industry is blossoming. The primary goal of all products is to get the attention of consumers and have a special selling point. People wonder how they achieve their goals and what they do to make their brands stand out from the rest. This essay focuses on the marketing strategy of Heytea through four aspects of marketing, discussing how Heytea has developed a consumer base and how they have increased their turnover through consumer insights. The second part discusses how Heytea uses consumer psychology to achieve their goals and increase profits. Finally, it discusses how another beverage, Chabaidao, has used a different approach to do their own marketing, also with good results. The results of the study show that Heytea has not only put a lot of thought into the store layout, but also improved the quality of the products. Unlike other products that attract consumers' attention through low prices, the special logo and good consumer experience give the public a good impression of the brand.

Keywords: consumer psychology, marketing, promotion.

1. Introduction

Today, more and more consumers, especially young people, cannot live without drinks. Use Heytea as an example, Heytea is gradually taking over a certain position in the market. It has also sparked the curiosity of the masses as to what strategies and marketing techniques Heytea has chosen to achieve the success it has today. This study examines the different marketing strategies of different drinks based on different strategic perspectives. Different brand also uses their psychology knowledge to persuade consumers to buy in order to increase their sales revenue.

The definition of Marketing refers to activities a company undertakes to promote the buying or selling of a product or service. Marketing includes advertising, selling, and delivering products to consumers or other businesses. Some marketing is done by affiliates on behalf of a company [1].

2. Basic Information Of Haytea

To begin with, in 2012, Heytea originated in a small alley in Jiangbianli, the original name Royaltea in order to distinguish itself from the endless cottage brands, so fully upgraded to a registered brand hi tea. Heytea is the original cheese-from-scratch tea. Since its inception, Heytea has focused on presenting quality tea from around the world, giving new life to the ancient culture of tea drinking [2].

For a mature brand, doing the consumer insight is essential. Consumer consumption is inertia, for an emerging brand, if the product does not have a contrasting advantage over similar products on the market, in fact, it is difficult to be noticed or followed. So, they think about how to make this taste to be remembered by consumers in their research and development, they put a lot of thought into the raw materials. Heytea has been doing consumer insight, the brand department will do some monthly reports based on the reviews of each store's public reviews, microblogging WeChat consumer feedback, and then go to the product to constantly do some fine-tuning [3].

For Heytea, their positioning of Xi Cha is very precise. Different from the traditional street milk tea store's low-end consumption, Xi Cha is the first milk tea on the market without adding milk tea powder to make. It is the first milk tea on the market that does not add milk tea powder, and focuses on milk tea, positioning itself as a high-end milk tea brand, capturing the mainstream consumer groups in today's society - post-90s and post-00s.

For them, the price is within the acceptable range, and at the same time, they can drink satisfactory drinks [4]. Heytea also chooses to place its stores in some big shopping malls, and the design of the stores is simple and generous, so when customers finish shopping, they will choose to go to Heytea to buy a drink and can also talk to their friends in the resting space inside the store. Not only that, but consumers can find that Xi Cha does not choose to open many chain stores in a city, which does not make certain stores look empty and appear to have no business. It also makes consumers pass by without the desire to buy. Opening only a certain number of stores can not only save costs, but also ensure that each store does business, and this also promotes consumption.

3. Analyze The Marketing Strategy Though Marketing Mix

First, the pricing, the market positioning of Heytea is high-quality drinks, so a Heytea product can even be worth two cups of other products of the same type. Because the consumer positioning of Heytea is a certain economic strength of young people, so even if the price is high, young people are willing to pay for it. When Heytea entered the market for the first time with such a high price, not only did it not turn consumers off, but it aroused their interest and willingness to consume. It is also because of the high price that consumers are more willing to believe in the quality of the product and that Heytea's products are indeed superior to other products. Gradually, Heytea also stood firm in the high price market. The advantage of this is that it will arouse consumers' curiosity and desire to consume, and they will not be surprised if the brand launch a new product and set the same high price. The disadvantage is that in the subsequent development, if the quality of the product does not keep up, it will make consumers think that the pricing is very unreasonable and have a bad feeling about the brand.

The second factor, the location. a large part of Heytea's marketing is done by consumers sharing on social media such as Weibo and Xiaohongshu. When consumers share their consumption experience on the platform, not only can they get timely feedback, but also gain exposure, so that the product can be well promoted. In the daily life of many celebrities, it is common to see the occurrence of Heytea from time to time, which also shows that Xi Cha has the possibility to attract more consumers to promote consumption through this way of cooperation with artists who have large number of followers.

Third, the product, it is important to be differentiated from other products. In order to achieve this goal, brand should recognize a problem such as health problems. The things Heytea choose to do is to produce a unique selling point which is much Healthier, better taste and value than other drinks in the market. Heytea breakthrough use of raw leaf tea, fresh milk, cheese and other ingredients combined, and open space in shopping malls beautifully designed stores, redefining the tea drink, but also quickly replaced the street tea drinking small stores, become a typical representative of the new consumer wave sweeping in [5]. Not only that, pollution is also another serious problem. Heytea officially launched the Xi Cha Environmental Protection Plan, which includes a series of activities such as launching green paper straws, encouraging the use of self-carrying cups, encouraging recycling, creating green tea drinking spaces, and implementing waste separation. In response to the difficulty of degradation of disposable plastic straws, Heytea launched the environmentally friendly and biodegradable - Green Inspiration paper straws, which were launched in Xi Cha stores nationwide on June 22. At the same time, Xi Cha promotes the use of less straws, if there is no fruit pulp, or spice in the drink, you can directly open the lid of the straight drinking cup to take a small sip [6]. Consumers are more willing to pay for the high-quality products which Heytea targeted.

Lastly, the promotion, Heytea used several strategies to increase its market share. First, Heytea develops many seasonally limited products to be sold during specific months. In consumer psychology, people refer to the change in purchasing behavior that is caused by "scarce things are more expensive" as the "scarcity effect". When the demand for an industry or a commodity is far greater than the supply, it will cause consumers' anxiety and makes consumers want to buy. When

selling goods, merchants often use hunger marketing methods such as "one-time big sales", "clearance specials" to lure customers to buy, so that customers can increase their consumption. When Heytea launched product with limited amount or only sell the product in a specific month, consumers will be more interested in new products that are limited in quantity. The satisfaction they get will be much higher, so they are more willing to spend for them.

For a brand, another important element that led to success is to have good relationship with their consumers. Most customers will use the work friendly to describe the sales person in Heytea. They will listen carefully to consumer's instruction and give reply politely. Because they are targeting to give consumers good consumption experiences. So, when consumers are doing internal search, they will recognize that in Heytea, they can have a delightful experience and it is very possible for them to purchase the product again.

4. Different Consumer Psychology

Xi Cha is very good at using different consumer psychology to get consumers to buy their goods. The first one is called comparison psychology. As the name implies, is the comparison between people. With the rapid development of our country's economy, the psychology of comparison in consumption is becoming more common. This kind of psychology is simply based on consumers' recognition of their own status and yearning for the identity or status of others. In different social circles, it is easy to enter into a situation of comparison, and in the end, consumption is no longer to satisfy needs, but to show off the status of consumers. So that for Heytea, they will add words that stimulate the psychology of comparison in advertisements or publicity. Most of them are with similar people, which will make consumers feel inexplicably competitive and promote consumption.

Another type of consumer psychology is called crowd psychology. It occurs when individuals, under the influence or pressure of the group, give up their own opinions or go against their own views to keep their speech and behavior in line with the group, somewhat similar to "going with the flow". When consumers have this mentality, the idea may be "not to be left behind" or "to be better than others", these consumers are very sensitive to social trends and the surrounding environment, and always want to follow the trend, customers with this mentality are not eager to buy certain goods, but to catch up with others, to exceed others, so as to obtain psychological satisfaction. In addition, there are also some consumers who may not take a firm stand and thus be influenced by other individuals or groups and change their own true ideas. So that for Heytea, when there is a large group of loyalty customers appear, they will help the brand to recommend the products to others, and public are willing to have a try which attract more customers and increase their sales revenue.

Lastly, there is an effect called sinking anchor effect. The sinking anchor effect refers to the tendency of people to be dominated by first impressions or first information when making judgments about someone or something, like an anchor that sinks to the bottom of the ocean and holds people's thoughts in place. As a psychological phenomenon, the sinking anchor effect is prevalent in all aspects of life. First impressions and preconceptions are its manifestations in social life. Generally speaking, when people make decisions, their thinking tends to be swayed by the first information they get, like an anchor that sinks to the bottom of the ocean and fixes your mind somewhere. The psychological effect of using a limiting word or regulation as a behavioral guide to achieve behavioral results is known as the "sinking anchor effect". In the marketing above, major businesses can do marketing through contrast and reference and other sink anchor effect [7]. For Heytea, they can be contrasted with brands such as Honey Snow Ice City. And in the minds of consumers, when they hear both brands, if they prefer better appearance or better taste, they will definitely choose Xi Cha. And through the anchoring effect, compared with other low-priced drinks, Heytea can deepen their "persona" and "first impact" in the minds of consumers. Not only can they get higher turnover, but some customers will also choose to use this way to recommend it to their family and friends, which also makes Heytea have increased potential customers.

5. Promotion Strategy For Chabaidao

Compared to other drinking brand, there are quite a big different on the way they do promotion.

Chabaidao, established in 2008, is a new style of tea brand that is creating a surprise life, hoping to express and present more possibilities of new style of tea through product development and trendy play, dedicated to providing consumers with more than just a cup of tea surprise experience. In terms of product development, Chabaidao insists on independent product development mode. With the core concept of original leaf extraction, fresh use of ingredients, playful product conception, recipe research, focus on the different natural ingredients with Chinese tea, collision of different surprise flavor. At the same time, Chabaidao continues to explore cooperation in various fields, colliding with contemporary pioneering culture and new forces, realizing the rejuvenation of new-style tea drinks, and bringing distinctive individual values to the ideal life [8].

It is not difficult to see that the sales of Chabaidao are growing day by day, and to achieve such results, Chabaidao has done several things. The first thing they did was to shorten the menu, because they realized that a long and complicated menu would be confusing to consumers and would take them a lot of time to choose. Over time, consumers will go to other brands. So Chabaidao chose to shorten the menu, not only to show their products more clearly, but also to allow consumers to remember specific products that they can recommend to their family and friends. Help the brand to increase sales.

Second, to seize the pain points of consumers. The same is to do takeaway, other milk tea to reach the threshold of the starting fee requires at least two cups of milk tea, which is very unfriendly to the large number of single groups in large cities, often because of this threshold and give up the order. Chabaidao sensed this problem and launched a free delivery for one cup in its stores. This small strategy can meet the needs of the majority of single users to place orders, helping users to achieve personal order freedom, directly eliminating the common problem of take-away orders. Product display, the menu is divided by series, clear classification, categories also deliberately made in the popularity soar ranking and regional sales ranking guidance to guide consumption. In this way, greatly reducing the cost of consumer decision-making. Naturally its performance also rose exponentially, 10,000 single stores frequently, it is also a matter of water [9].

Not only that, in the industry, tea hundred way is the early brand investment, the main actions is co-branding marketing. Compared with peers, the marketing of Tea Baidao has obvious "Chinese style" characteristics. For example, and the Dunhuang Museum in conjunction with the Dunhuang Flying Sky, nine color deer combined with its own popular panda, to create a visual design of great value, with three high-end tea tea for tea base to produce a co-branded new product, so that consumers can taste the national trend aesthetics. Another example is Luzhou Laojiao, using milk tea plus liquor to launch the "Drunken Step on the Road" to enjoy the new series of peach drunkenness, while using video to expand the brand's voice, pollinating a large wave of young people, allowing them to truly achieve more than micro-brewed, peach drunken summer. It is because online marketing has strengthened the brand momentum, the offline stores of Tea Baidao can gather traffic and help the brand to continue to attack [10].

For Chabaidao, a powerful competitor is Guming. Gu Ming is a chain of mixed drink brands in mainland China, founded by Wang Yunan and others in 2010 in Wenling City, Taizhou, Zhejiang Province. The brand focuses on the third and fourth-tier city market and is the tea beverage brand with the largest number of franchised stores in Zhejiang. By 2021, the number of stores nationwide has exceeded 5,000, distributed in 18 provinces and 139 cities across the country. Now operated by Zhejiang Guming Technology Co., Ltd. and headquartered in Daxi Town, Wenling City, Zhejiang Province. The slogan is "One cup a day is not tired of drinking" [11].

Lastly, Chabaidao create a brand IP which attract lots of consumers. First is about the IP branding. The Tintin Cat, as the brand's logo, is not only displayed on all product packaging, but also used as the centerpiece of the store materials, including staff clothing and store decoration. Secondly, about the IP celebrity. As the biggest spokesperson of the brand, Tintin cat was launched as the main promotional image of the brand, such as mugs, badges, umbrellas and blind boxes, etc. The peripheral

products were distributed to the public as prizes, redeemed in the form of points or given away in activities. Finally, IP Stereoscopic. The social brand released a series of videos about Tintin, which helped to bring the brand and customers closer, such as "Tintin's Daily Life" and "Tintin's Quest for China". In this way, it is clear that the Tintin is not a simple logo, but a cartoon character with a set image.

6. Conclusion And Suggestion

In conclusion, this essay analyzes different promotion strategies of different drinking brands. By using methods such as scarcity effect, to encourage consumers with higher purchasing. Also understand consumer psychology well, to pursued consumers consume about their brand. There are also other aspects people should be working on in the future which is whether market research is effective in this certain industry compared to others. For suggestions, brand should do more online questionnaires and understand what consumers really wants by focus group, which can give the brand a certain direction of how to improve their drinks.

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